Introduction

In recent years, globalization has become an important theme in every discussion of international marketing strategy. We live in a world of immerse transformation which affects almost every aspect of our daily life. Today’s competitive business environment is propelled into a global order that is incomprehensible, but which is making its effects felt upon customers across the world. Scholars have taken different positions on globalisation and argue that not only is globalization very real, but its consequences can be felt everywhere. The global market place is said to be much more developed than even two or three decades ago, and is indifferent to national borders. Nations have lost most of their control and capability they once had to influence the competitiveness of their local markets. The increasing amalgamation of international markets as well as the growth of competition on a worldwide scale needs the adoption of a global perspective that is becoming increasingly imperative in planning international business.

Globalization is a multifaceted set of processes which operates in a contradictory fashion, as it simply pulls away power or influence from local communities and nations into the global arena. Nations tend to lose some of their economic power they once had as globalization push downwards, creating new pressures for local independence. Globalization is the reason for the revival of local culture identities in different parts of the world and creates new economic and cultural zones within and across countries. Firms that strive for success in this competitive global phenomenon need to learn quickly about the dissimilarities that exist in their operational contexts, especially the culture differences, international market characteristics, legal and regulatory frameworks and the ever-changing political equation that can thwart the success of their operations.

As globalization has changed the economic and other realities far beyond expectations in the 21st century, academics and researchers writing in this book underscore the relationship between innovation and customer new services. Customers demand new services due to the dynamic and complex global business environment. Innovation is a response to these challenges in various industries. Service innovation is examined with a service-dominant logic perspective by considering properties of services. Service-dominant logic as an evolving view in marketing highlights the importance of value co-creation, relationships, processes, and operant resources in the service exchanges of the organization. The book will highlights the mediating role of innovation in strategic international marketing in relation with firm commitment, innovation, promotion strategy, and firm performance. This book will conceptualize that firm commitment influences innovation which mediates promotion and in turn affects firm performance. While maintaining innovation designs and maintaining a superior positioning as a luxury item with sophisticated brand value to attract other segments of potential consumers, some firms use their attributes of elegance, high quality, brand personality, desirability, luxurious image, stylishness, value-for money to distinguish their products in the market.
This book will provoke thinking of marketing incremental and radical innovations to consumers in different nations and how it requires an understanding of the influence of their national culture, socioeconomic and demographic variables. The consumer behaviour of adoption of innovations can be predicted from their attitude towards the adoption, perceived behavioural control, social influence and subjective norms which are part of the national culture. The book will summarize the current understanding about creating a culturally sensitive marketing intervention strategy including price, competition and substitution for the diffusion of innovations.

It will be emphasized in this book will that transcultural marketing strengthens transcultural diffusion and the cultural complexity of the non-profit sector and cultural barriers requires consideration in the adoption of knowledge management. Transcultural marketing encompasses the promotion and development of oneness through diffusion of transcultural ideas and technologies from diverse philosophies within one environment, while respecting and embracing the diversity in thinking. Previous authors have suggested oneness and the promotion of oneness as vital. Transcultural diffusion is the dissemination and exchange of cultural rudiments including ideas, styles, and technologies that are deeply embedded in the success and philosophy of knowledge management.

This book examines the international expansion of a small company in California into European and Chinese markets. Market analyses indicate that non-domestic customers are willing to buy from this firm, although the firm needs to consider cultural factors and innovation as part of its strategy. The case study reveals marketing mix strategies and customer support issues need to be pondered upon if the firm intends to make big strikes in foreign markets.

The idea of strategically focusing on marketing opportunities provided by social media has been recognized due to the increasing use of web-based tools by customers. The presence of social media such as Facebook provides the firm with a mechanism for gathering consumer information quickly on a wider segment of the population. It is therefore imperative to examine the effectiveness of the firm’s presence on social networks and their effect on the firm and consumer. There seems to be a strong relationship between the firm’s presence on the social network and consumer loyalty, thus contributing to sustained marketing strategies of “social commerce.” The internet has become an important communication tool as the world has become increasingly interdependent on it and almost every home can boast of a computer. This improves access to the internet via forums and social networking sites that are the repository of information through which consumers may transmit their opinions and experiences (positive or negative) to a great number of consumers without the limitations of time and space. By sharing these opinions and experiences, consumers seek to achieve some social benefits.

Creating the application of e-commerce has become the world’s largest business in terms of total consumer spending, for instance China’s e-commerce surpassed that of the USA. The expanding service sector within the e-business industry, growing popularity of mobile phones, increased number of internet users, and extensive competition on the e-commerce industry contribute to the astounding growth of China’s internet market, although there might be some constraints in the supply chain systems.

This will book highlight export performance has being studied in Africa at the country level in general more than the firm level. Due to increasing globalization tendencies across the world, SMEs in Africa stand an increased risk of failure if they choose to focus exclusively on their domestic markets. Based on this assertion, it is argued that export involvement of African firms represents one of the most important
policy initiatives to lead the Africa continent to socio-economic development. In sub-Saharan Africa, without export involvement, the domestic market will remain weak and unlikely to boost firm output in the region into growth. The overall internal domestic market of Africa is too small to propel growth if firms are not encouraged to internationalize outside their boarders to enhance economic growth through exporting.

This book reiterates how the world evolves from a constellation of seven isolated continents into an independent global community. Firms across the world find themselves placed before the immense task of thinking more about competitors and collaborators and dealing with a much larger set of familiar and emerging challenges on their path to success. The entire concept of success has changed in recent times as it is no longer limited to convenient, familiar confinements of the country from where companies operate due to globalization. Corporations change their identities from citizens of one particular country into citizens of the world, thus requiring their workforces to share greater receptiveness to other cultures, different trends, and new perspectives. It is for the creative firms to spot the opportunities and apply the appropriate marketing strategies to go global and stay local.

The variety of perspectives on effective marketing and globalization tendencies that this book offers promises fascinating reading. The primary aim of this book is to serve as a reference material for scholars, business executives and scholar-practitioners and university students who need to better understand the importance of marketing products and services across different cultures in multiple countries in an era of global hyper competition. This book will further provide a foundation for other books on the subject and spur debate and discussion among practitioners and academics to build more theories on global markets.

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